

2009 Annual Report

Letter From The Chairman

It's been a very successful and productive year for the Missouri Alliance to Curb Problem Gambling (MACPG), as we continue to make strides in the field of pathological and problem gambling.

A few of the key programs and services provided by the Alliance in 2009 include the following: the Problem Gambling Help Line (1-888-BETSOFF), the Bets Off Web site (888betsoff.org), the Voluntary Exclusion Program, also known as the List of Disassociated Persons (DAP) and the availability of free compulsive gambling treatment services.

The MACPG will continue to work on various projects in 2010. The MACPG is an active member of the Midwest Conference Consortium, which supports the annual Midwest Conference on Problem Gambling and Substance Abuse. This year, the conference will be held July 28 through 30 in Kansas City. The MACPG will also be focusing on the distribution of the revised youth addiction prevention program, "Beat Addiction: Choose the Right Path." In addition, the MACPG has submitted gambling-specific questions that will be included in the 2010 Behavioral Risk Factor Surveillance Survey (BRFSS).

On behalf of myself and the entire Missouri Alliance to Curb Problem Gambling, I thank you for your continued support and dedication. I hope to see everyone at the 2010 Midwest Conference in July.

Nora Bock
Alliance Chairperson



Nora Bock

Missouri Alliance to Curb Problem Gambling Overview

The Missouri Alliance to Curb Problem Gambling (MACPG), which was created in 1997, is a partnership between the Missouri Lottery Commission, the Missouri Council on Problem Gambling Concerns Inc., the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse, the Missouri Gaming Association, the Missouri Gaming Commission and the Port Authority of Kansas City.

The purpose of the Alliance is to educate Missourians on the potential characteristics and dangers of problem and compulsive gambling, to refer compulsive gamblers and their family and friends to free treatment through a toll-free help line, to prevent underage play and to promote responsible gaming.

To learn more about the Alliance or view a list of voting member representatives, visit 888betsoff.org.

Highlights of MACPG Services Provided in 2009

Problem Gambling Help Line: 1-888-BETSOFF

Life Crisis Services (LCS) operates a 24-hour help line service for callers seeking help for a gambling problem. The Missouri Gaming Association provides the funding for the help line. LCS received a total of 2,263 calls during 2009.

Bets Off Web Site: 888betsoff.org

The Bets Off Web site provides a variety of resources including: a list of Missouri certified compulsive gambling counselors; facts about problem gambling (youth and adult); and information about the Voluntary Exclusion Program, the Missouri Alliance to Curb Problem Gambling, the *Bets Off Bulletin* and more.

During 2009, the Web site had more than 510,000 visitors. Since the Web site began in 2002, there have been more than 2 million hits.

Voluntary Exclusion Program

The Missouri Gaming Commission administers a statewide self-exclusion program for problem and pathological gamblers. The voluntary exclusion program is also known as the List of Disassociated Persons (DAP); the self-exclusion is currently a lifetime self-exclusion with no procedures for removal.

More than 900 individuals initiated applications for placement on the List of Disassociated Persons during 2009. More than 13,500 individuals have placed themselves on the state's self-exclusion list since it began in 1998.

Free Compulsive Gambling Treatment Services

The Missouri Department of Mental Health's Division of Alcohol and Drug Abuse contracts with certified compulsive gambling counselors to provide free treatment services to both

(continued on page 2)

Highlights of MACPG Services Provided in 2009

(continued from page 1)

compulsive gamblers and their family members. Family members can access the free treatment services regardless of whether the problem gambler enters treatment. During 2009, more than 300 clients accessed the free treatment services.

Individuals seeking referral to a counselor in a specific area can view a list of Missouri certified compulsive gambling counselors online at

http://www.888betsoff.org/alliance/CCGC_providers.shtm or call the help line at 1-888-BETSOFF.

Statistics

Calendar Year	Bets Off Help Line	Web Site Hits	Voluntary Exclusion	Free Treatment
1998	871	N/A	356	54
1999	1,034	N/A	596	113
2000	1,738	18,171	1,093	186
2001	2,846	46,617	1,403	335
2002	2,889	31,522	1,290	373
2003	3,339	46,456	1,367	344
2004	3,527	75,264	1,506	377
2005	2,593	139,423	1,696	360
2006	1,834	118,920	1,553	370
2007	1,682	623,214	1,412	358
2008	1,915	508,746	1,279	332
2009	2263	514,940	900	343

Project 21 Provides Scholarships for High School Students

Underage gambling is not only illegal, but it is also dangerous. Research suggests that adolescents that gamble are more likely than non-gamblers and those who begin gambling later to develop pathological gambling problems and behaviors. In an effort to curb underage gambling and help Missouri youth better understand the consequences of underage gambling, Project 21 was created.



Project 21, which is sponsored by the Missouri Gaming Association, is a scholarship contest that awards Missouri high school seniors scholarships for displaying an exceptional understanding of the risks associated with underage gambling. The goals of Project 21 are to raise awareness about underage gambling and to stop casino gambling by people under the age of 21.

In order to be eligible for the scholarship contest, Missouri high school seniors are required to submit a poster, essay or video themed around and/or addressing underage gambling to the Missouri Gaming Association by each year's designated deadline.

A total of two first prize (\$1,500) and four second prize (\$1,000) scholarships are awarded each year through the contest. Since Project 21 began in 1996, students have received more than \$90,000.

To download a Project 21 application or learn more about Project 21, visit the Missouri Gaming Association's Web site at missouricasinos.org.

Reporter Honored for Dedication to Gaming Coverage

Rick Alm, former gambling and tourism writer for the *Kansas City Star* newspaper, received the 2009 Outstanding Contributor Award from the Missouri Alliance to Curb Problem Gambling for his years of commitment and coverage of gambling-related issues.

Alm worked for the metropolitan newspaper for 30 years, covering many gaming topics including the activities of the Missouri Alliance to Curb Problem Gambling since its inception in December of 1997. For the past 12 years, since the Alliance was created, Alm wrote tirelessly about problem gambling and related topics in his weekly column in the *Kansas City Star*.

Alm also attended many problem gaming conferences and meetings, in order to better understand the issues surrounding these disorders, so he could best communicate them to the more than 250,000 subscribers of the *Star*.

In addition to his column, Alm started blogging about gambling and problem gambling in 2007, when the Lucky Numbers Web site was launched. The Web site included links to problem gambling help such as the Bets Off Web site, the Bets Off help line and others affiliated with the Alliance.

"Alm's commitment to informing his readers about problem gambling was unsurpassed," said Gary Gonder, director of Integrated Services for the Missouri Lottery. "He provided an invaluable service to the Alliance and its members, and his contribution will be sorely missed."

The Outstanding Contributor Award is presented annually to an individual, group, organization or company who has demonstrated superior achievement in addressing problem and pathological gambling issues.



Rick Alm

New Version of Youth Addiction Prevention Program Now Available

The award-winning “Beat Addiction: Choose the Right Path” youth addiction prevention program has been revised and updated.

The new program, which is recommended to be shown during health classes for grades 6 through 12, includes a 30-minute DVD featuring four personal stories from a diverse cast of youth in recovery from various addictions, a facilitator’s guide and poster. The DVD also includes a closed-caption and Spanish version, as well as the original video released in 2002.

To date, more than 700 Missouri schools have received the free kits. An additional 1,500 kits began being distributed to Missouri schools in August 2009. The video has also been shown in several other states and countries throughout the world including Connecticut, Kentucky, Nebraska, Oklahoma and New Zealand.

According to Frank Finley, video producer for the Missouri Lottery, the goal of the second version of “Beat Addiction” was not only to address the spectrum of addictive and compulsive behaviors, but to do so in a more realistic manner.

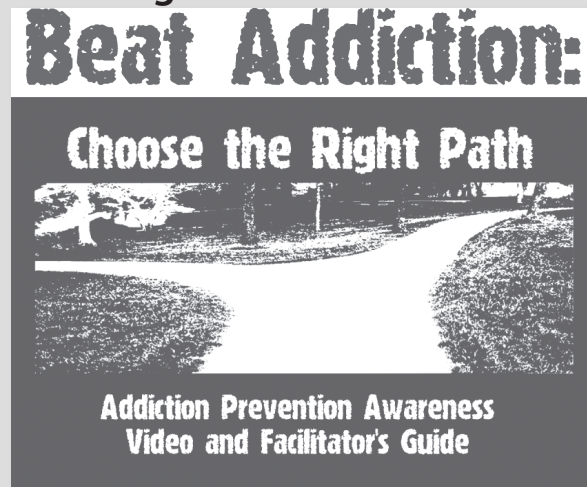
“Students that watched the first version of ‘Beat Addiction’ said they wanted to hear from people that were closer to their age. In the new version, we interviewed young addicts in recovery that were forced to overcome enormous obstacles,” said Finley.

The program was developed and produced by the Missouri Lottery for the Missouri Alliance to Curb Problem Gambling, in partnership with the Missouri Department of Elementary and Secondary Education (DESE). The program was evaluated and approved by DESE as a resource that meets DESE-established Show Me Goals (SMG) and Guidance Grade Level Expectations (GLE) in the category of Personal Social Development.

Deborah Shockley, high school counselor, Winona R-3 school district in Winona, said students “really connected to the characters” in the new video.

“The kids thought the whole video was very true to life,” said Shockley. “They said the characters in the video matched up with a lot of the population in their county.”

To request a copy of the new program, contact Holly Koofer-Thompson at koofeh@molottery.com or (573) 526-7467.



“Beat Addiction” Director Recognized for Contributions

Frank Finley, video producer for the Missouri Lottery, was selected to receive the 2009 Missouri Alliance to Curb Problem Gambling’s Service Award for his superior vision, dedication and work on the “Beat Addiction: Choose the Right Path” youth prevention video.

“Frank spent dozens of hours lining up interviews and subjects for the video, as well as hundreds of hours writing the scripts, hunting locations and props, setting up and filming the various scenes, interviewing the former addicts, editing the video footage, adding music, having it translated into Spanish and bringing it all together into one 30-minute video,” said Susan Goedde, communications manager for the Missouri Lottery.

Finley provided the video to local cable access channels that have aired the video dozens of times, gaining thousands of dollars of free publicity for the Alliance’s cause.

“I had a lot of fun working on this project,” said Finley. “It was challenging at times, but the end result was worth it. I hope this program helps students struggling with various addictions by raising awareness and showing students that they can turn their lives around.”

The award is given in recognition of extraordinary contributions to the Missouri Alliance to Curb Problem Gambling over the course of the past year by an individual or representative of a member organization.



Frank Finley

Speakers Bureau Educates, Raises Awareness About Problem Gambling

The Missouri Alliance to Curb Problem Gambling provides speakers for groups and organizations throughout the state on topics ranging from the prevention of youth gambling to the warning signs of problem gambling. For more information about the speakers bureau or to arrange a presentation, please call (573) 526-7467. All presentations are free of charge.

2009 Midwest Conference Provides Learning Opportunities and More

Nationally renowned experts highlighted the sixth annual Midwest Conference on Problem Gambling and Substance Abuse, which was held Aug. 12-14, 2009 at the Hilton Frontenac in St. Louis.

Hosted by the Missouri Alliance to Curb Problem Gambling, the conference was also sponsored by organizations throughout the four-state region – Missouri, Kansas, Iowa and Nebraska.



“The conference presented a great opportunity for people to become better informed about the significance of problem gambling and its impact on the community,” said Nora Bock, chairperson of the Alliance.

The three-day conference opened with a keynote address from Dr. H. Westley Clark, U.S. Department of Health and Human Services, and concluded with post-conference training on ethics and clinical supervision.

Further keynote speakers included Dr. Michael Flaherty, executive director for the Institute for Research, Education and Training in Addictions; Dr. Marc Potenza, problem gambling clinic director and

associate professor at Yale University; and Ron Willis, mental health consultant and president of Green Porch Swing Productions.

In addition to informative and entertaining keynote speakers and programs on a variety of topics related to problem gambling and substance abuse, more than 12 continuing education credits were offered.

Additionally, the optional event, “Dinner, Music and Magic,” provided attendees with a unique opportunity to enjoy dinner, exhibits and live entertainment at the Magic House in St. Louis.

“I had a lot of fun at the optional event this year,” said Holly Koofer-Thompson, responsible gaming coordinator for the Missouri Lottery. “It’s nice to be able to gather with conference attendees in an informal environment outside of the conference.”

Plans are underway to make the 2010 Midwest Conference on Problem Gambling and Substance Abuse, which will be held July 28-30, another educational and exciting event.

For a complete list of presenters and conference information, please visit the Alliance’s Web site at 888betsoff.org.

Save the Date!

Join the Missouri Alliance to Curb Problem Gambling at the 2010 Midwest Conference on Problem Gambling and Substance Abuse, which will be held July 28-30 at the Hyatt Regency Crown Center in Kansas City.

You won’t want to miss this opportunity to network, collaborate and learn from nationally recognized experts in the field of gambling treatment and substance abuse, discover new training tools and tips and much more!

To learn more about the 2010 Midwest Conference, visit 888betsoff.org.



1-888-BETSOFF

BETSOFF BULLETIN is produced by the Missouri Lottery for the Missouri Alliance to Curb Problem Gambling.

Editor: Holly Koofer-Thompson, responsible gaming program coordinator for the Missouri Lottery

Designer: Sonja Bechel, multimedia designer for the Missouri Lottery

Printer: Missouri State Printing Services, Jefferson City, Mo.

If you would like to be added to our mailing list,
contact Holly Koofer-Thompson at koofeh@molottery.com.

MISSOURI ALLIANCE
TO CURB PROBLEM GAMBLING

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness for the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF help line and treatment.



Missouri Council on
Problem Gambling
Concerns



Missouri Department of
Mental Health - Division
of Alcohol & Drug Abuse



Missouri Gaming
Association



Missouri Gaming
Commission



Missouri Lottery



Port Authority
of Kansas City, Missouri



Recovery
Community
Member